

## Summer Webinar Series from CWA: Cool, Current, and Concise!

Why leave the office to get the information you need? Stay cool while you join the California WIC Association and hundreds of WIC-connected professionals for four concise webinars on current strategies to keep WIC at the forefront of improving public health. Each half-hour briefing highlights new research and/or resources designed to help you assist WIC participants to keep their families as healthy as possible. Click on the links below to get more detailed descriptions. After each webinar, we'll post a recording and materials you can download.

July 19: [After the Hospital: Breastfeeding Support in Medical Offices](#)

July 26: [eWIC: Transitioning to WIC EBT](#)

August 23: [From Farm to Table: Using WIC Benefits at Farmers' Markets](#)

August 30: [Baby Behaviors](#)

The first in the series is described below – still plenty of time to register!

### *After the Hospital: Breastfeeding Support in Medical Offices*

Thursday, July 19, 2012

11:30 AM- 12 noon, Pacific Daylight Time



Effective breastfeeding support happens when mothers have a safety net for their continuum of care after hospital discharge. Medical offices and clinics can and should back up the prenatal messages and breastfeeding education that mothers get in their WIC visits. With more hospitals becoming Baby Friendly, medical offices and clinics need to be prepared to support mothers who need follow up help after their baby is born. This is especially true with the upholding of the Affordable Care Act which will include provision of Preventive Services including Breastfeeding Support. Join us to hear about steps to take to assist local medical offices in being more supportive of breastfeeding.

Presenters:

- Jennifer Stewart, Riverside County WIC, CA
- Susanna Sibilsky, Shasta County WIC, CA

Register here: <https://www2.gotomeeting.com/register/838016938>